



- c. validating the offer when the offer is consistent with the electronic contract.
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- 6. (Previously Presented) The method as in claim 5, further comprising the step of providing an alternative offer when the offer is determined to be invalid.
  - 7. (Previously Presented) The method as in claim 5, further comprising the step of providing a default offer when the offer is determined to be invalid.
  - 8. (Previously Presented) The method as in claim 4, wherein the validating step further comprises the step of generating rights data which determine the one or more offers associated with the information requested.
  - 9. (Previously Presented) The method as in claim 8, wherein the generating step is performed prior to the delivering step and the rights data is delivered together with the requested information.
  - 10. (Previously Presented) The method as in claim 8, further comprising the step of providing the rights data to the consumer in a secure format.
  - 11. (Previously Presented) The method as in claim 8, further comprising the step of dynamically updating the rights data.

12. (Previously Presented) The method as in claim 3, further comprising the step of executing a financial transaction between the consumer and a retailer related to the use of the requested information.

13. (Previously Presented) The method as in claim 3, further comprising the step of indicating to a player associated with the consumer that the selected item of information may be rendered according to the consumer's request only when said request is consistent with said selected offer.

14. (Previously Presented) The method as in claim 3, further comprising the step of verifying the current validity of the previously selected offer at a point in time subsequent to the selection of the offer.

15. (Previously Presented) The method as in claim 3, further comprising the steps of:

- a. receiving a request from the consumer for additional material about the selected item of information; and
- b. providing additional material about said selected item of information to the consumer.

16. (Previously Presented) The method as in claim 15, further comprising the step of providing a sample of said selected item of information.

17. (Previously Presented) The method as in claim 3, further comprising the step of providing payment alternatives about said selected item of information to the consumer.

18. (Previously Presented) The method as claim 3, further comprising the steps of:

- a. determining whether the consumer has a player; and
  - b. providing the consumer with the player when the consumer does not have the player;
- and
- c. activating the player for the consumer.

19. (Previously Presented) The method as in claim 3, wherein the delivering step is performed after the enabling step, at a time designated by the consumer.

20. (Previously Presented) The method as in claim 3, wherein the delivering step further comprises the step of delivering audio information.

21. (Previously Presented) The method as in claim 3, wherein the delivering step further comprises the step of delivering graphical information.

22. (Previously Presented) The method as in claim 3, wherein the delivering step further comprises the step of delivering electronic information in a secure format.

23. (Previously Presented) The method as in claim 3, further comprising the step of providing the one or more offers to the consumer in a secure format.

24. (Previously Presented) The method as in claim 3, further comprising the step of monitoring the use by the consumer of the delivered information.

25. (Previously Presented) The method as in claim 24, wherein the monitoring step further comprises the steps of:

- a. detecting the manner of use of the information previously delivered to the consumer;
- b. determining whether the use is within the scope of the selected offer; and
- c. preventing the use when the use is not within the scope of the selected offer.

26. (Previously Presented) The method as in claim 25, further comprising the step of tracking the use when the use is within the scope of the selected offer.

27. (Previously Presented) The method as in claim 26, further comprising the step of effecting a financial transaction according to the tracked use.

28. (Previously Presented) The method as in claim 27, further comprising the step of effecting a financial transaction according to the selected offer.

29. (Previously Presented) The method as in claim 3, further comprising the step of providing an offer that allows the consumer to pay an amount for each instance of use of the information.

30. (Previously Presented) The method as in claim 3, further comprising the step of providing an offer that allows the consumer to pay a fee for unlimited use of the information for a period of time.

31. (Previously Presented) The method as in claim 3, wherein the step of receiving a request further comprises the steps of:

- a. receiving a query containing one or more search terms from the consumer;
- b. referencing a catalog to determine whether there is any entry containing the one or more search terms;
- c. returning to the consumer one or more content references corresponding to any entry containing the one or more search terms when such entry is present in the catalog; and
- d. receiving from the consumer a content reference selected by the consumer indicating a request for the information identified by the content reference.

32. (Previously Presented) The method as in claim 3, further comprising the step of receiving from a content owner an electronic contract representing an agreement between the content owner and a retailer.

33. (Currently Amended) The method as in claim 3, further comprising the step of receiving from a content owner one or more upstream business rules representing conditions for the distribution of selected item of information.

34. (Previously Presented) The method as in claim 3, further comprising the steps of:

- a. receiving a candidate offer from a retailer;
- b. certifying the candidate offer as a certified offer; and
- c. sending the certified offer to the retailer.

35. (Previously Presented) The method as in claim 34, further comprising the steps of:

- a. determining whether the candidate offer is consistent with an electronic contract; and
- b. designating the candidate offer as the certified offer when there are no inconsistencies.

36. (Currently Amended) The method as in claim 34, further comprising the steps of:

- a. determining whether the candidate offer is consistent with [[a]] an upstream business rule; and
- b. designating the candidate offer as the certified offer when there are no inconsistencies.

37. (Previously Presented) The method as in claim 3, further comprising the steps of:

a. determining whether there is an offer accompanying the request for the selected item of information received from the consumer; and

b. supplying an offer to the consumer when there is no offer accompanying the request received from the consumer.

38. (Previously Presented) A method for delivering electronic information using a computer network comprising the steps of:

a. sending a content reference from a first consumer to a second consumer;

b. at a central location, receiving from said second consumer a request to render a selected item of information identified by the content reference;

c. determining whether the second consumer is authorized to use the selected item of information; and

d. at the second consumer, rendering the selected item of information when the second consumer is authorized to use the selected item of information.

39. (Previously Presented) The method as in claim 38, further comprising the step of providing the selected item of information identified by the content reference to the second consumer.

40. (Previously Presented) The method as in claim 38, further comprising the steps of:

a. providing the second consumer with one or more offers for the selected item of information; and



b. receiving from the second consumer a selection of one of the offers for the selected item of information.

41. (Previously Presented) The method as in claim 38, wherein the determining step further comprises the steps of:

- a. referencing an offer associated with the content reference received from the second consumer;
- b. verifying the validity of the associated offer; and
- c. determining whether the request to render is consistent with the associated offer.

42. (Currently Amended) A system for distributing electronic information comprising:

- a. a request input ~~section~~ module for receiving a request for a selected item of information from a consumer;
- b. an offer formulation ~~section~~ module for formulating one or more offers based on predefined upstream business rule parameters, wherein the one or more offers are associated with the selected item of information;
- c. a dynamic update module for dynamically updating the predefined upstream business rules;
- [[c]] d. an offer providing ~~section~~ module for providing the one or more offers to the consumer based on the dynamically updated business rules;
- [[d]] e. a selection input ~~section~~ module for receiving a selection of one of the offers from the consumer; and



48. (Currently Amended) The system as in claim 47, wherein the validating ~~section~~ module generates the rights data prior to delivering the requested information and delivers the rights data together with the requested information.

49. (Currently Amended) The system as in claim 47, wherein the validating ~~section~~ module provides the rights data to the consumer in a secure format.

50. (Currently Amended) The system as in claim 47, wherein the validating ~~section~~ module dynamically updates the rights data.

51. (Currently Amended) The system as in claim 42, further comprising a transaction processing ~~section~~ module for executing a financial transaction between the consumer and a retailer related to the use of the requested information.

52. (Previously Presented) The system as in claim 42, further comprising a player associated with the consumer wherein the player renders the selected item of information according to the consumer's request only when said request is consistent with said selected offer.

53. (Currently Amended) The system as in claim 43, wherein the validating ~~section~~ module verifies the current validity of the previously selected offer at a point in time subsequent to the selection of the offer.

54. (Currently Amended) The system as in claim 42, wherein the request receiving ~~section~~ module receives a request from the consumer for additional material about the selected item of information; and wherein the delivery section provides additional material about said selected item of information to the consumer.

55. (Currently Amended) The system as in claim 54, wherein the delivery ~~section~~ module provides a sample of said selected item of information.

56. (Currently Amended) The system as in claim 42, wherein the delivery ~~section~~ module provides payment alternatives about said selected item of information to the consumer.

57. (Currently Amended) The system as claim 42, further comprising a registration ~~section~~ module which operates to:

- a. determine whether the consumer has a player; and
  - b. provide the consumer with the player when the consumer does not have the player;
- and
- c. activate the player for the consumer.

58. (Currently Amended) The system as in claim 42, wherein the delivery ~~section~~ module delivers the requested information after enabling the consumer, at a time designated by the consumer.

59. (Currently Amended) The system as in claim 42, wherein the delivery ~~section~~ module delivers audio information.

60. (Currently Amended) The system as in claim 42, wherein the delivery ~~section~~ module delivers graphical information.

61. (Currently Amended) The system as in claim 42, wherein the delivery ~~section~~ module delivers electronic information in a secure format.

62. (Currently Amended) The system as in claim 42, wherein the offer formulating ~~section~~ module provides the one or more offers to the consumer in a secure format.

63. (Currently Amended) The system as in claim 42, further comprising a monitoring ~~section~~ module for monitoring the use by the consumer of the delivered information.

64. (Currently Amended) The system as in claim 63, wherein the monitoring ~~section~~ module detects the manner of use of the information previously delivered to the consumer; determines whether the use is within the scope of the selected offer; and prevents the use when the use is not within the scope of the selected offer.

65. (Currently Amended) The system as in claim 64, further comprising a tracking ~~section~~ module for tracking the use by the consumer of the requested information when the use is within the scope of the selected offer.

66. (Currently Amended) The system as in claim 65, further comprising a transaction processing ~~section~~ module for effecting a financial transaction according to the tracked use.

67. (Currently Amended) The system as in claim 66, wherein the transaction processing ~~section~~ module effects the financial transaction according to the selected offer.

68. (Currently Amended) The system as in claim 42, wherein the offer formulating ~~section~~ module provides an offer that allows the consumer to pay an amount for each instance of use of the information.

69. (Currently Amended) The system as in claim 42, wherein the offer formulating ~~section~~ module provides an offer that allows the consumer to pay a fee for unlimited use of the information for a period of time.

70. (Currently Amended) The system as in claim 42, further comprising a query ~~section~~ module which operates to:

- a. receive a query containing one or more search terms from the consumer;

- b. reference a catalog to determine whether there is any entry containing the one or more search terms;
- c. return to the consumer one or more content references corresponding to any entry containing the one or more search terms when such entry is present in the catalog; and
- d. receive from the consumer a content reference selected by the consumer indicating a request for the information identified by the content reference.

71. (Currently Amended) The system as in claim 42, wherein the offer formulating ~~section~~ module utilizes an electronic contact representing an agreement between a content owner and a retailer in formulating the one or more offers.

72. (Currently Amended) The system as in claim 42, wherein the offer formulating ~~section~~ module utilizes one or more business rules representing conditions for the distribution of selected item of information in formulating the one or more offers.

73. (Currently Amended) The system as in claim 42, further comprising a certifying ~~section~~ module for certifying a candidate offer received from a retailer as a certified offer and sending the certified offer to the retailer.

74. (Currently Amended) The system as in claim 73, wherein the certifying ~~section~~ module determines whether the candidate offer is consistent with an electronic contract and designates the candidate offer as the certified offer when there are no inconsistencies.

75. (Currently Amended) The system as in claim 73, wherein the certifying ~~section~~ module determines whether the candidate offer is consistent with a business rule and designates the candidate offer as the certified offer when there are no inconsistencies.

76. (Currently Amended) The system as in claim 42, wherein the offer providing ~~section~~ module operates to:

- a. determine whether there is an offer accompanying the request for the selected item of information received from the consumer; and
- b. supply an offer to the consumer when there is no offer accompanying the request received from the consumer.

77. (Previously Presented) A system for delivering electronic information from a first location to a second location wherein the first location sends to the second location a content reference using a computer network comprising:

- a. a central location for receiving from said second location a request to render a selected item of information identified by the content reference;
- b. an authorizing section which receives from the central location an identification of the selected item of information; determines whether the second location is authorized to use the selected item of information; and generates an authorization signal when the second location is appropriately authorized; and





81. (Currently Amended) A computer readable medium encoded with processing instructions for implementing a method for distributing electronic information using a computer network, the method comprising:

- a. receiving from a consumer a request for a selected item of information;
- b. formulating one or more offers based on predefined upstream business rule

parameters wherein the one or more offers are associated with the selected item of information;

- c. dynamically updating the predefined upstream business rule parameters;

[[c]] d. providing the one or more offers to the consumer based on the dynamically updated business rule parameters;

- [[d]] e. receiving a selection of one of the offers from the consumer; and

[[e]] f. delivering the requested information to the consumer and enabling the consumer to use the delivered information in accordance with the selected offer.

82. (Previously Presented) A computer readable medium encoded with processing instructions for implementing a method for distributing electronic information using a computer network, the method comprising:

- a. sending a content reference from a first consumer to a second consumer;
- b. at a central location, receiving from said second consumer a request to render a selected item of information identified by the content reference;

c. determining whether the second consumer is authorized to use the selected item of information; and



b. a memory in operative connection with the processor for storing the processing instructions enabling the processor to:

- (i) send a content reference from a first consumer to a second consumer;
- (ii) at a central location, receive from said second consumer a request to render a selected item of information identified by the content reference.
- (iii) determine whether the second consumer is authorized to use the selected item of information; and
- (iv) at the second consumer, render the selected item of information when the second consumer is authorized to use the selected item of information.

85. (Previously Presented) A method for distributing electronic content using a computer network comprising the steps of:

- a. identifying an item of electronic content for distribution to at least one consumer;
- b. preparing at least one offer for distribution of the item based on predetermined distribution rules;
- c. presenting to the consumer at least one offer for the item;
- d. receiving a response to the offer from the consumer;
- e. formulating a valid offer for the item comprising at least one of:
  - i. confirming that the offer is consistent with the corresponding distribution rules for the item;
  - ii. modifying the offer to provide an alternative offer that is validated to be consistent with the corresponding distribution rules for the item; and

- iii. furnishing a default offer;
- f. receiving an acceptance of a selected valid offer from the consumer;
- g. delivering the item to the consumer; and
- h. enabling the consumer to use the item only according to the accepted offer.

86. (Previously Presented) A method for distributing electronic content using a computer network comprising the steps of:

- a. identifying an item of electronic content for distribution to at least one consumer;
- b. preparing at least one offer for distribution of the item based on predetermined distribution rules;
- c. presenting to the consumer at least one offer for the item;
- d. receiving a response to the offer from the consumer;
- e. formulating a valid offer for the item comprising at least one of:
  - i. confirming that the offer is consistent with the corresponding distribution rules for the item;
  - ii. modifying the offer to provide an alternative offer that is validated to be consistent with the corresponding distribution rules for the item; and
  - iii. furnishing a default offer;
- f. receiving an acceptance of a selected valid offer from the consumer;
- g. delivering the item to the consumer;
- h. determining whether the consumer has a player for the item;
- i. delivering the player to the consumer when the consumer does not have the player;

- j. activating the player for the consumer; and
- k. enabling the consumer to use the item only according to the accepted offer.

87. (Previously Presented) A method for distributing electronic content using a computer network comprising the steps of:

- a. receiving a candidate offer from a retailer;
- b. certifying the candidate offer as a certified offer;
- c. sending the certified offer to the retailer;
- d. receiving from a consumer a request for the item;
- e. providing at least one certified offer to the consumer;
- f. receiving acceptance of a certified offer from the consumer;
- g. delivering the item to the consumer; and
- h. enabling the consumer to use the item according to the accepted offer.

88. (Previously Presented) The method as in claim 87, further comprising the steps of:

- a. preparing at least one offer for distribution of the item based on predetermined distribution rules; and
- b. formulating a valid offer for the item comprising at least one of:
  - i. confirming that the offer is consistent with the corresponding distribution rules for the item;
  - ii. modifying the offer to provide an alternative offer that is validated to be consistent with the corresponding distribution rules for the item; and



wherein the financial clearinghouse receives a notification that the consumer accepted the offer and searches the settlement rules to determine at least one payment to a value chain participant.

91. The system of claim 90, wherein the distribution rules are dynamically updated.